

ACCELERATOR

EDITION 2

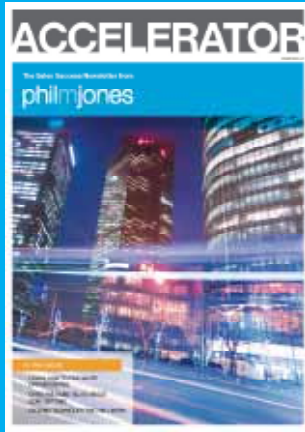
The Sales Success Publication from

philmjones



IN THIS ISSUE

- LEARN HOW TO FIND MORE OPPORTUNITIES
- CHRIS WILLIAMS TALKS ABOUT GOAL SETTING
- CLOSING TECHNIQUES THAT WILL WORK



DIARY DATES

AUGUST

Reaching New Heights Workshop
17th August

SEPTEMBER

Reaching New Heights Workshop
1st September

Success Masterclass
8th September

Reaching New Heights Workshop
15th September

Summit
24th September

OCTOBER

Reaching New Heights Workshop
12th October

Success Masterclass
19th October

Reaching New Heights Workshop
26th October

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WELCOME

TO THE LATEST EDITION OF ACCELERATOR

HELLO AND WELCOME TO THIS MONTH'S EDITION OF ACCELERATOR. A MONTHLY PUBLICATION FILLED WITH GREAT ARTICLES AND CRAMMED WITH HINTS AND TIPS TO SERIOUSLY DEVELOP YOUR BUSINESS.

With the summer nearly over and Christmas just a few short months away it is a great time to review the years progress whilst we still have time to do something about it. This month sees us explore the power of building rapport with our customers to maximise opportunities as well as being joined by the first of a number of great guest authors who will share their insight, knowledge and experience with us in the forthcoming weeks.

Many of you are aware of my background, however the journey to come has yet to be written and I am delighted to be sharing that experience with you fine people. My vision is to help thousands of business owners and sales professionals develop their skills and realise their potential. This publication is key to achieving that goal.

As usual Accelerator feeds my vision of sharing my experience and developing your skills. For me the gift of knowledge is one of the greatest gifts you can give. So please enjoy your read and continue to share what you learn, we still have time to put the Great back into Britain.

Accelerate is a monthly publication
with annual subscription available
for just £64. To receive your copy
call 0808 1080 103
email enquires@philmjones.com

PEOPLE JUDGE BOOKS BY THEIR COVERS

UNFORTUNATELY IN LIFE AND BUSINESS FIRST IMPRESSIONS COUNT. AS A RACE WE ARE NOTORIOUSLY SHALLOW AND MAKE JUDGEMENTS OF OTHERS IN THE SHORTEST PERIODS OF TIME AND WITH VERY LIMITED INFORMATION.



However in the world of Sales and with my glass is half full approach, I want to view this as an opportunity. What this means is if we create the wrong first impression it is all our fault, yet if we create the right first impression this is all our fault also. What I am trying to say is that this factor is within our complete control.

The position you hold in your business and the size and credibility of your organisation are all unknown factors when you present yourself for the first time. You really can make your own luck by pitching this at the appropriate level.

Your personal presentation is paramount. Your choice of outfit, fragrance, personal grooming and accessories all say something about you. Are you happy with the message you are giving?

There are a number of things that stand out for me in the appearance of success. The first is your car, then your suit followed by your watch or jewellery and finally your shoes. Now, I am not saying you must wear designer labels and drive flash cars, but please keep your vehicle clean and tidy, make sure your clothes fit correctly and are clean and pressed, your watch is fitting to your environment and your shoes are clean and polished.

Your business gives off an impression too. Whether it is your business card, your email signature, your telephone voicemail or your website your prospects first encounter, be certain it is projecting the right message. I work on the principle of presenting your business as the one you plan to grow into, not the one you are today.

The quality of your printed media gives an impression to the care and attention you take with your business. Delivering a consistent message through all email communication demonstrates structure and control and I would recommend that all email communication follows the same format with fonts, spacing and auto signatures all being consistent. Your voicemail sets the tone and culture of your business and your website should clearly explain how you help people and reinforce your vision.

In my experience, every business that has gone to this extent to understand their personal and business brand has developed to within spitting distance of that vision. The true question is, what have you got to lose?

BOOKS TO SERIOUSLY AFFECT YOUR WEALTH

EACH MONTH I WILL SHARE WITH YOU MY THOUGHTS AND FEELINGS TOWARDS SOME INCREDIBLE BOOKS THAT HAVE IMPACTED ON MY LIFE AND THIS MONTH IS NO EXCEPTION.

Probably the greatest personal development book ever written, and recognised by both Warren Buffet and myself as the key factor in our successes, is How to Win Friends and Influence People by Dale Carnegie.

Originally written in 1936 and with more than 18 million copies sold this book is a must read for anyone serious about getting the most out of life and business.

Reading this book and taking action from its lessons will help get you out of a mental rut and give

you clearer thoughts. It will help you make new friends. You will find it easier to win people round to your way of thinking and increase your influence on others. You will be able to handle complaints and avoid arguments. You will learn how too be a more entertaining conversationalist and a better speaker.

If any of this is of interest to you, then you can order your copy for just £7.99 by emailing admin@philmjones.com



7 SIMPLE CLOSING SENTENCES

1. What's going to be easier....?
2. Which one suits you best?
3. Is (quantity) going to be enough for you?
4. Most people would now.....
5. Will the first week in (Month) be soon enough for you?
6. If I can, will you.....?
7. I have a simple one page form and it starts with your name and address?

THE FIVE STEP CYCLE TO GOAL GETTING SUCCESS

BRIAN TRACY SAYS THAT AN AVERAGE PERSON WITH AVERAGE TALENTS AND AMBITION AND AVERAGE EDUCATION CAN OUTSTRIP THE MOST BRILLIANT GENIUS IN OUR SOCIETY IF THAT PERSON HAS CLEAR AND FOCUSED GOALS.



I'm not a brilliant genius but I do have a simple system to follow, a five step cycle to goal getting success, the

principles of which I would like to share with you to give you the self confidence to create the future that you deserve.

Cycle of Success – A Simple Five Step Process

A key to success in sales is to have 100% confidence in your own abilities. However we all have good days and bad days and very often depending on how things are going in our personal and business life will determine how good we feel about ourselves and in turn this will affect our results.

Step One - Accomplishment List

Step number one in our five step cycle is to recognise your own achievements. You are an achiever, you have accomplished great things some big some small to get where you are today. Ever since the day you were born – and that was a great day – you have been goal getting and achieving. Have you ever made a list of all the wonderful things that you have done?

So why bother? Most people at some stage in their lives suffer from low self-esteem? When you appreciate yourself and write down

all of all the amazing things that you have done your confidence in your own abilities and your self-esteem will grow.

This list is not something that you get out and show people at dinner parties and say, “look how good I am”. This list is for when you are having a bad day you read through your accomplishments and remind yourself how brilliant you really are.

Step Two – Dream List

James Dean once said, “Dream as if you will live forever and live as if you will die today.”

I'm sure most of you still dream, but maybe as children, you had your big dreams knocked out of you. A child might say “I want to be an astronaut or I would like to fly to the moon” and very often they would be told “don't be stupid”. As a result of this type of conditioning from outside influences we put our lives on hold and think of all the reasons why we cannot do something when we actually only need one reason as to why we can. We all know that there is approximately a fourteen million to one chance of us winning the lottery and some of us play and some of us do not. Either way we have all probably had the conversation with friends along the lines of “If I won the lottery I would buy my Mum a house and my Dad a new car and I would live in the house of my dreams”. Those are the types of dreams that go on your list. What would

you like to do, what places would you like to visit, what experiences would you like to have and what possessions would you like to own? Your dream list should be extensive and absolutely outrageous you should not apply logic. For example if you want to be a helicopter pilot, you should not be thinking “how will my mother climb up the step and who's going to look after the kids while I'm flying around?” You do not need to ask yourself “how can I afford that...?” There may be a fourteen million to one chance of you winning the lottery, but if you use your business or your career as your vehicle to help you get the things you want out of life you will either achieve your dreams or you will not. On that basis you have a fifty fifty chance of realising your dreams which is far better odds than the lottery.

Step Three – Want it (Goals)

After you have written your dream list you can then prioritise the things that you really really want which are your goals. You should prioritise your goals based on the areas of your life that are important to you. There are six main areas of life for example: discovery and adventure, family and relationships, fitness and wellbeing, giving back and contribution, learning and growth, work and finance. An effective way of getting a good work life balance is to work on one goal from each of the six areas

of life every month and after a period of time you can develop a round and balanced wheel of life.

Step Four – Plan it

We all know the old saying ‘fail to plan, plan to fail’.

Not got time to plan? Well we all seem to find time to fix our mistakes. It is essential that you create a plan of action with timed deadlines covering the steps you need to take to achieve your goals.

Step Five – Do it!

The final step is to ‘do it!’ You need to take action and implement your

plan to get your goals, because success is not just about goal setting, it's about goal getting.

When you have ‘done it’ and achieved your goals you add them to your accomplishment list. You come back full circle to the beginning of the cycle and the more you achieve the more accomplishments you have on your list. The more accomplishments you have on your list the greater your confidence in your own abilities to achieve and the bigger you will dream. The bigger you dream the bigger your goals. It is the same

process to plan for a big goal as a small goal and you can then go on to take action on your plan. You then add your achievements to your accomplishment list and the cycle continues with your dreams and achievements spiralling upwards getting bigger and bigger.

If you are open to learning more about the five step cycle to success by attending one of Chris's ‘Goal Getting Success-Shops’ then contact Chris Williams by email at chris@christopherwilliams.biz or via his website www.christopherwilliams.biz



SOWING THE SEEDS OF SUCCESS

WHEN BUSINESSES EXPRESS A DESIRE TO GROW THIS USUALLY MEANS THEY NEED NEW CUSTOMERS. NEW CUSTOMERS ARE A VITAL PART OF THE PROCESS TO GROW YOUR BUSINESS AND POSSIBLY THE MOST IMPORTANT FACTOR, HOWEVER THEY ARE NOT THE ONLY ELEMENT.

Your existing customers will all have more value to you than you currently realise, however today we will just concentrate on finding a few new ones.

Most people think that there is some weird science to finding new people to do business with and many marketing executives create extensive strategies outlining techniques. My experience brings a very simple take on the matter and that is the more people you speak to the more customers you will get. Now I agree that developing your skills and refining techniques will add improvements to the success of that process but until you have reached some level of success there is nothing to improve upon. 100% improvement on zero is still zero.

People do business with people they like and trust. People also buy from people and not service providers or retailers. As such it would be fair to say that if we are looking to find more customers we must first find more friends. Finding customers is just like looking for romance and there are certain rules that guarantee success. In business our tool for flirting with our prospects is called

rapport and to master rapport please follow these 6 simple steps.

1. Smile. The first decision somebody makes when they meet you for the first time is whether they find you attractive or not. Smiling adds to your attraction and makes you more approachable. In sales just smiling from the inside is not enough, please remember to tell your face that you are happy!

2. Show a genuine interest in other people. As the most important person in your own life is yourself this is more difficult than it sounds. Showing interest means asking questions and more questions. Your enthusiasm in their life will really help, be interested – not interesting.

3. Encourage others to talk about themselves and listen. If you rearrange the letters of the word listen it spells silent. Active listening is a skill which must be practised. Eye contact, nodding and simple gestures encourage others to give more information. Don't be afraid to remain silent after someone's response to a question, they will fill the pause with further detail.

4. Use the persons name where possible. The sweetest sound to any person in any language is their own name. However to use it you must have remembered it so listen carefully, it's important.

5. Talk about their interests not yours. We do not all have the same motivation towards decisions. As such it is your prospects motives that are important. Your approach should be how your product or service will help your prospect achieve their goals.

6. Make the other person feel important. Simply opening and closing a conversation correctly can have a massive impact on people. Old fashion courtesy and manners wins massive bonuses in today's society. Remember to say "thank you" and do it in the most appropriate way. If you get a chance to show an act of kindness, even opening a door, then take it.

Introduce these simple steps in everyday conversation when out in your marketplace and you will be blown away by the results and remember that until you have built rapport, the customer is not ready to make a buying decision.

STARTING WITH THE END IN MIND

When I first started in sales I was taught a simple lesson that continues to ring every day I go to work. I was taught the **ABC** of sales and the message this relates to is **Always Be Closing.**

Although onwards from this lesson I now understand the importance of building great relationships to develop your business it is still true that every part of the process should start by considering the desired outcome or action. All too often I read long drawn out emails to prompt actions or attend sales meetings with no close or group presentations with no appropriate agenda or opening.

At each point of communication with a customer it is paramount that you understand what happens next in your process and ensure that you make this next action clear to your prospects. The sales process is all about control and you must lead your customer through the process. Typically the purpose of creating a list is to make some phone calls, the purpose of making some calls is to create some appointments, and in those appointments you build rapport and qualify the opportunity with the purpose maybe to obtain a second decision making appointment. If this is your goal then please don't leave your meeting without this appointment.

At the start of your decision making appointment I would normally test the water by using an agenda to inform the prospect that I am looking for a decision today and always talk in terms of 'most people'. When asking for business I would simply ask for the answer to the activity that follows the decision. Options include, date for commencement and an option on a minor detail, however my favourite is simply as follows "The next step is to complete this simple one page form which it starts with your name and address".

Not everyone will do business with you however your goal from each opportunity should always be clarified and all opportunities should be maximised. As such my goals are always to come away with new opportunities from every unsuccessful customer presentation. These opportunities simply can have massive value and prevent you from ever making a cold call. Simply asking for an introduction to someone who may be interested in what you do is a great way of adding to your list and making best use of the work you have already done.

In summary, please think of every stage of your process and if it is steering towards the next step, not trying to skip a stage, but keeping you in control and ensuring that you will

Always Be Closing.

10 THINGS I HAVE LEARNED THIS MONTH

1. Sunny Delight does not need to remain in the fridge. (Simon- B1)
2. When a customer says they would like to think about it, sometimes they mean they are not interested.
3. Doing things the right way first time is always the quickest route to the desired outcome.
4. Persistence is one of the keys to success. Maybe just asking one more time will give you the response you are looking for.
5. Don't be afraid to ask for help, just be selective who you listen to.
6. If you need to write the same email several times create a stationery template instead. I am sure you can find something better to do with your time.
7. Enthusiasm and hard work can make you a great living. Adding planning, direction and time to review can make you a fortune.
8. If you ask a direct question you often get a direct answer.
9. Fabio Capello is the highest paid national football manager in the world with an annual salary of £6m; Vicente del Bosque who won the 2010 Fifa World Cup with Spain earns £1.3m and Bert van Marwijk who manages the defeated finalists Holland, earns £1.66m. Source: Marca (Spanish national daily sports newspaper)
10. If you keep giving you will keep getting. Just because you sometimes get taken advantage of does not mean you should stop.

A SIMPLE TIP

With more than 74% of the business world now embracing smart phone technology, Blackberry's and iPhones are now commonplace in the English language, emailed communication needs to change in turn. Please consider that information formally read on a 17" screen at an office desk is now read on a 5" screen between meetings and grabbing a coffee. If you are looking to communicate effectively via email then keep your content concise. A general rule, if an email is longer than 3 paragraphs I would make it an attachment with a covering email or simply pick up the phone.

BUSINESS BUILDER

If you want to build a massive business then you need a massive list of potential customers. My experience tells me that you will never have more customers than names on a list. The bigger the list, the bigger the business.

YOUR QUESTIONS ANSWERED

EACH MONTH WE INVITE YOU TO SUBMIT YOUR QUESTIONS AND CHALLENGES TO PHIL AND WE WILL PUBLISH THE ANSWERS IN FUTURE EDITIONS OF ACCELERATOR.

What is the best way to get to the decision maker when making cold calls?

Cold calls are always my least favourite form of contact with potential new customers. As such I would typically try to avoid them by ensuring that all opportunities are warmed up first. If you receive referrals please ensure that your sources have done the correct job by opening the door for you. To then facilitate the call, I would always just ask for the first name of the person you are trying to make contact with.

How can a business work to command a premium price for its products or services?

Premium prices are paid for premium products each and every day. The first important rule when asking a premium price is to ensure the delivery of your product or service is first rate in order to still offer great value. Secondly, you must not at any point negotiate on price. Finally, you must then simply explain how choosing your products or services will add value to them and quantify when possible. You must consider your costs as an investment and assure your customers and

prospects they should see a return from making that investment.

What is the best way to warm up a stone cold lead?

A simple piece of research will usually give you some level ground to start the conversation. A simple option is to talk with a mutual contact before continuing your conversation. The key is to find some common ground and discuss that before you proceed with the sales process.

I often get asked for discounts and give them away too easily. How can I overcome this?

Don't give discounts. Always talk in terms of what you can do, not what you can't do for the price they would like to pay. However if your only option is to reduce price then I would still decline and look to add to the order by offering the client more rather than taking something away.

What is the best day to make phone calls?

From my experience there is never a wrong day to make calls and I make sales calls every single day. However for maximum impact

Tuesday to Thursday can be the most responsive. To win new opportunities Fridays can work well, however I would always avoid planning a Friday as a decision day with a customer as it would typically lead to the decision running on to the next week.

I run a business with a lot of commercial clients. How can I encourage them to spend more often?

To maximise the ordering potential of your customers it is important to really understand the vision of the business. By asking great questions and establishing where your customer plans to be in the future you can understand the size of the whole opportunity and pre book appointments for the next purchase they make. The key to maximising the spend of your customers is to understand how you can help them get to where they want to be and then make recommendations on how you can provide that help.

Please send your questions to enquiries@philmjones.com

philmjones

helping your business reach new heights

summit

The event for business

An opportunity to meet and network with more than 80 like minded business owners and professionals who are all serious about growing their business and meeting new clients. Listen to Phil Jones talk about how to achieve great success in your sales activity and hear real ideas and tips that you will be able to implement into your business.

“ If you are serious about learning new skills and making new contacts for your business, then this event is a must. ”

To confirm your place contact us by

0808 1080 163

enquiries@philmjones.com www.philmjones.com

- Drinks and canapés
- Open networking
- Sales success seminar
- Awards and celebrating success
- Exclusive guest speaker
- Your questions answered

Thursday 23rd September

Time 3pm-6pm

**Venue Ramada Hotel,
Penns Lane, Sutton Coldfield**

Price £39

